

Crossroads Media LLC 66 Canal Center Plaza Suite 555 Alexandria, VA 22314-1576

Contract # Schedule Dates

Advertiser

Agency/T-Code Product

Salesperson Sales Office

Buyer Name Phone/Fax CPE

Account Types Billing Type

855693 09/25/12-10/01/12 Crossroads GPS (33741)

Crossroads Media LLC (2774)/055317791 Political - 527 Organization (1214)

CROSSROADS GPS (131182) Johannessen, Jordan (2818)

TeleRep - New York MARONEY, STEPHANIE (202) 559-6424 / 12/11/995

National/Political Issue - Agency Weekly/Irregular

CROSSROADS GPS

***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Date Entered 09/20/12 Last Modified 09/24/12

Lisa Nelson Entered By CO-OP

06327924 Headline # Demo A3564

Order Type Normal Package Deal

Commission % 15.00 Commission \$3,746.25

\$21,228.75

Net Total Sales Tax

Louisville (WHAS) (W	HAS)	
By Broadcast Month	Spots .	Rate
Sep. 2012	40	\$19,850.00
Oct. 2012	9	\$5,125.00
Grand Total:	49	\$24,975.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu \	We 7	Th	Fr Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/28/12-09/28/12	3		10:59P- News @ 11pm WHAS11 News 11 @ 11		1				1		1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	1)WHAS11 NEWS AT 11 M-SU W/O 5/21	9/20/12
2.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	11:58A- News @ 12pm			i i	i		1	i	1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)	2)WHAS11 NEWS AT NOON	9/20/12
3.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	4:58P- News @ 5pm						1		1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	3)WHAS11 NEWS AT 5 W/O 5/21	9/20/12
4.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	5A- News @ 5am						1	1	1	\$175.00	\$175.00	Louisville (WHAS) (WHAS)	4)GOOD MORNING KYANA 5A	9/20/12
5.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	5:29P- News @ 530pm		1				1	1	1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	5)WHAS11 NEWS AT 530P W/O 5/21	9/20/12
6.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	5:58P- News @ 6pm						1		1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	6)WHAS11 NEWS AT 6 W/O 5/21	9/20/12
7.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	5:58A- News @ 6am			į			1		1	\$375.00	\$375.00	Louisville (WHAS) (WHAS)	7)GOOD MORNING KYNA 6A	9/20/12
8.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	6:58P- Entertainment Tonight						1		1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	8)ENTERTAINMENT TONIGHTW/O 5/21	9/20/12
9.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	7A- Good Morning America		-		-		1		1	\$375.00	\$375.00	Louisville (WHAS) (WHAS)	9)GOOD MORNING AMERICA	9/20/12
10.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	7:28P- Inside Edition						1		1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	10)INSIDE EDITION 5/21	9/20/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: Date: Accepted-Station: Date: Comments:



Crossroads Media LLC 66 Canal Center Plaza Suite 555 Alexandria, VA 22314-1576

201

Contract #	855693	Date Entered	09/20/12
Schedule Dates	09/25/12-10/01/12	Last Modified	09/24/12
Advertiser	Crossroads GPS (33741)	Entered By	Lisa Nelson
Agency/T-Code	Crossroads Media LLC (2774)/055317791	CO-OP	No
Product	Political - 527 Organization (1214)	Headline #	06327924
Brand	CROSSROADS GPS (131182)	Demo	A3564
Salesperson	Johannessen, Jordan (2818)	Order Type	Normal
Sales Office	TeleRep - New York	Package Deal	
Buyer Name	MARONEY,STEPHANIE	Commission %	15.00
Phone/Fax	(202) 559-6424 /	Commission	\$3,746.25
CPE	12/11/995	Net Total	\$21,228.75
Account Types	National/Political Issue - Agency	Sales Tax	
Billing Type	Weekly/Irregular		
Comments	CROSSROADS GPS		

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Louisville (WHAS) (W	(HAS)	
By Broadcast Month	<u>Spots</u>	Rate
Sep. 2012	40	\$19,850.00
Oct. 2012	9	\$5,125.00
Grand Total:	49	\$24,975.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu \	We Th	Fr Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	7:58P- 9P (ET)					1	i	1	\$450.00	\$450.00	Louisville (WHAS) (WHAS)	11)SHARK TANK	9/20/12
12.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	10:01P- Castle		1		i		i	1	\$1,800.00	\$1,800.00	Louisville (WHAS) (WHAS)	12)CASTLE	9/20/12
13.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	11:35P- 12:02A (ET)		1	1	1			1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	13)ABC NEWS NIGHTLINE W/O 5/21	9/20/12
14.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	11:58A- News @ 12pm		1		i			1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)	14)WHAS11 NEWS AT NOON	9/20/12
15.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	3:58P- News @ 4pm		1					1	\$275.00	\$275.00	Louisville (WHAS) (WHAS)	15)WHAS11 NEWS AT 4P W/05/21	9/20/12
16.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	4:58P- News @ 5pm		1		i			1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	16)WHAS11 NEWS AT 5 W/O 5/21	9/20/12
17.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	5A- News @ 5am		1					1	\$175.00	\$175.00	Louisville (WHAS) (WHAS)	17)GOOD MORNING KYANA 5A	9/20/12
18.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	5:29P- News @ 530pm		1		i			1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	18)WHAS11 NEWS AT 530P W/O 5/21	9/20/12
19.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	5:58P- News @ 6pm		1	1	1		1	1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	19)WHAS11 NEWS AT 6 W/O 5/21	9/20/12
20.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	7A- Good Morning America		1	1	1	1 1	1	1	\$375.00	\$375.00	Louisville (WHAS) (WHAS)	20)GOOD MORNING AMERICA	9/20/12

CONFIRMATION CONTRACT

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Crossroads Media LLC 66 Canal Center Plaza Suite 555 Alexandria, VA 22314-1576

201

Contract #	855693
Advertiser	09/25/12-10/01/12 Crossroads GPS (33741)
Agency/T-Code	Crossroads Media LLC (2774)/055317791
Product	Political - 527 Organization (1214)
Brand	CROSSROADS GPS (131182)
Salesperson	Johannessen, Jordan (2818)
Sales Office	TeleRep - New York
Buyer Name	MARONEY,STEPHANIE
Phone/Fax	(202) 559-6424 /
CPE	12/11/995
Account Types	National/Political Issue - Agency
Billing Type	Weekly/Irregular

CROSSROADS GPS

Date:

***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Louisville (WHAS) (W	/HAS)	
By Broadcast Month	<u>Spots</u>	<u>Rate</u>
Sep. 2012	40	\$19,850.00
Oct. 2012	9	\$5,125.00
Grand Total:	49	\$24,975.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo Ti	u We	Th F	r Sa Su	Spots	Rate	Total	Station	Comments	Entered
21.0	Normal Line / NCAA - FOOTBALL	09/29/12-09/29/12	3	:30	12P- Big East College Football					1	1	\$2,000.00	\$2,000.00	Louisville (WHAS) (WHAS)	21)U OF L FOOTBALLSEP'12-DEC'12	9/20/12
22.0	Normal Line / SPOT	09/29/12-09/29/12	3	:30	6A- 10A (ET)					1	1	\$150.00	\$150.00	Louisville (WHAS) (WHAS)	22)GOOD MORNING SATURDAY	9/20/12
23.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	6A- 8:57A (ET)					1	1	\$150.00	\$150.00	Louisville (WHAS) (WHAS)	24)GOOD MORNING SUN	9/20/12
24.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	6:29P- News @ 630pm Weekend					1	1	\$500.00	\$500.00	Louisville (WHAS) (WHAS)	25)WHAS11 NEWS AT 630P W/O 5/21	9/20/12
25.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	11:35P- 12:02A (ET)				1		1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	26)ABC NEWS NIGHTLINE W/O 5/21	9/20/12
26.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	11:58A- News @ 12pm				1		1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)	27)WHAS11 NEWS AT NOON	9/20/12
27.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	3:58P- News @ 4pm				1		1	\$275.00	\$275.00	Louisville (WHAS) (WHAS)	28)WHAS11 NEWS AT 4P W/05/21	9/20/12
28.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	5A- News @ 5am				1		1	\$175.00	\$175.00	Louisville (WHAS) (WHAS)	29)GOOD MORNING KYANA 5A	9/20/12
29.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	5:29P- News @ 530pm			1 1	1		1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	30)WHAS11 NEWS AT 530P W/O 5/21	9/20/12
30.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	5:58P- News @ 6pm			1 1	1		1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	31)WHAS11 NEWS AT 6 W/O 5/21	9/20/12

CONFIRMATION CONTRACT

Date:

Comments:

Accepted-Station:

Date Entered

Last Modified

Entered By

Headline #

Order Type

Net Total

Sales Tax

Package Deal

CO-OP

09/20/12

09/24/12 Lisa Nelson

06327924

A3564

Normal

15.00

\$3,746.25

\$21,228.75

No

B/E Bookend P/B Piggy Back

Accepted-Agency/Advertiser:



Crossroads Media LLC 66 Canal Center Plaza Suite 555 Alexandria, VA 22314-1576

40201

Contract # 855693 Date Entered Schedule Dates 09/25/12-10/01/12 Last Modified Advertiser Crossroads GPS (33741) **Entered By** Agency/T-Code CO-OP Crossroads Media LLC (2774)/055317791 Headline # Product Political - 527 Organization (1214) Brand Demo CROSSROADS GPS (131182) Order Type Salesperson Johannessen, Jordan (2818) Package Deal Sales Office TeleRep - New York Commission % MARONEY, STEPHANIE **Buyer Name** Commission Phone/Fax (202) 559-6424 / Net Total CPE 12/11/995 Sales Tax Account Types National/Political Issue - Agency Billing Type Weekly/Irregular CROSSROADS GPS Comments

***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

09/20/12

09/24/12

No

Lisa Nelson

06327924

A3564

Normal

15.00

\$3,746.25

\$21,228.75

Louisville (WHAS) (W	/HAS)	
By Broadcast Month	Spots .	<u>Rate</u>
Sep. 2012	40	\$19,850.00
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Grand Total:	49	\$24,975.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu We	e Th	Fr Sa	Su :	Spots	Rate	Total	Station	Comments	Entered
31.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	7A- Good Morning America				1			1	\$375.00	\$375.00	Louisville (WHAS) (WHAS)	32)GOOD MORNING AMERICA	9/20/12
32.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	11:35P- 12:02A (ET)			1				1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	33)ABC NEWS NIGHTLINE W/O 5/21	9/20/12
33.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	11:58A- News @ 12pm			1				1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)	34)WHAS11 NEWS AT NOON	9/20/12
34.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	3:58P- News @ 4pm			1				1	\$275.00	\$275.00	Louisville (WHAS) (WHAS)	35)WHAS11 NEWS AT 4P W/O5/21	9/20/12
35.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	5A- News @ 5am			1				1	\$175.00	\$175.00	Louisville (WHAS) (WHAS)	36)GOOD MORNING KYANA 5A	9/20/12
36.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	5:29P- News @ 530pm		1	1				1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	37)WHAS11 NEWS AT 530P W/O 5/21	9/20/12
37.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	5:58P- News @ 6pm			1				1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	38)WHAS11 NEWS AT 6 W/O 5/21	9/20/12
38.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	7A- Good Morning America		1	1				1	\$375.00	\$375.00	Louisville (WHAS) (WHAS)	39)GOOD MORNING AMERICA	9/20/12
39.0	Normal Line / SPOT	09/26/12-09/26/12	3		10:59P- News @ 11pm WHAS11 News 11 @ 11			1	1 1			1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	40)WHAS11 NEWS AT 11 M-SU W/O 5/21	9/20/12

CONFIRMATION CONTRACT

Date:

Comments:

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B/E Bookend P/B Piggy Back

Accepted-Agency/Advertiser:



Crossroads Media LLC 66 Canal Center Plaza Suite 555 Alexandria, VA 22314-1576

Contract # 855693 Schedule Dates 09/25/12-10/01/12 Advertiser Crossroads GPS (33741) Agency/T-Code Crossroads Media LLC (2774)/055317791 Product Political - 527 Organization (1214) Brand CROSSROADS GPS (131182) Sales person Johannessen, Jordan (2818) Sales Office TeleRen - New York

Buyer Name

Phone/Fax

Account Types

Billing Type

Comments

Date:

CPE

Johannessen, Jordan (2818)
TeleRep - New York
MARONEY,STEPHANIE
(202) 559-6424 /
12/11/995
National/Political Issue - Agency

Weekly/Irregular CROSSROADS GPS ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

09/20/12
09/24/12
Lisa Nelson
No
06327924
A3564
Normal
15.00
\$3,746.25
\$21,228.75

Date Entered

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Headline #

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

CO-OP

Demo

Louisville (WHAS) (W	(HAS)	
By Broadcast Month	<u>Spots</u>	<u>Rate</u>
Sep. 2012	40	\$19,850.00
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th	Fr S	a Su	Spots	Rate	Total	Station	Comments	Entered
40.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	11:58A- News @ 12pm							,	1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)	41)WHAS11 NEWS AT NOON	9/20/12
41.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	4:58P- News @ 5pm				1	1			1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	42)WHAS11 NEWS AT 5 W/O 5/21	9/20/12
42.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	5A- News @ 5am				1				1	\$175.00	\$175.00	Louisville (WHAS) (WHAS)	43)GOOD MORNING KYANA 5A	9/20/12
43.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	5:29P- News @ 530pm				1				1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	44)WHAS11 NEWS AT 530P W/O 5/21	9/20/12
44.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	5:58P- News @ 6pm				1	į		į	1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	45)WHAS11 NEWS AT 6 W/O 5/21	9/20/12
45.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	5:58A- News @ 6am				1				1	\$375.00	\$375.00	Louisville (WHAS) (WHAS)	46)GOOD MORNING KYNA 6A	9/20/12
46.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	6:58P- Entertainment Tonight				1				1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	47)ENTERTAINMENT TONIGHTW/O 5/21	9/20/12
47.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	7A- Good Morning America				1				1	\$375.00	\$375.00	Louisville (WHAS) (WHAS)	48)GOOD MORNING AMERICA	9/20/12
48.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	7:28P- Inside Edition				1			i	1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	49)INSIDE EDITION 5/21	9/20/12
49.0	Normal Line / SPOT	09/29/12-09/29/12	3	:30	7:58P- ABC College NCAA Football 3						1		1	\$800.00	\$800.00	Louisville (WHAS) (WHAS)	51)	9/24/12

CONFIRMATION CONTRACT

Accepted-Station: Date: Comments:

B/E Bookend P/B Piggy Back

Accepted-Agency/Advertiser: